

INDUSTRY VOLUME 418.46
 PM-USA VOLUME 153.01
 PM-USA SHARE 36.56 %
 RJR VOLUME 136.04
 RJR SHARE 32.51 %

1987 BASE VOLUME = 118.06
 (W/O PM & RJR)

PM-USA LOAD 3.1
 RJR LOAD 4.8
 OTHER LOAD -

NINE MONTH 1987 VOLUME AND SHARE SCENARIOS

		2.0 BILLION LESS THAN 1986 LOAD = 5.5		1.0 BILLION LESS THAN 1986 LOAD = 6.5		FLAT VERSUS 1986 LOAD = 7.5		1.0 BILLION MORE THAN 1986 LOAD = 8.5		2.0 BILLION MORE THAN 1986 LOAD = 9.5											
		134.00		135.00		136.00		137.00		138.00											
PM-USA VOLUME (BIL.)		PM-USA	RJR	PM-USA	RJR	PM-USA	RJR	PM-USA	RJR	PM-USA	RJR										
2.0 BIL. UNDER 2ND REV LOAD = 0.7	151.35 vol. vol. chg. (%) share share change	151.35 -1.08 37.52 % 0.96	/ / / / /	134.00 -1.50 33.22 % 0.71	/ / / / /	151.35 -1.08 37.42 % 0.86	/ / / / /	135.00 -0.76 33.38 % 0.87	/ / / / /	151.35 -1.08 37.33 % 0.77	/ / / / /	136.00 -0.03 33.55 % 1.04	/ / / / /	151.35 -1.08 37.24 % 0.68	/ / / / /	137.00 0.71 33.71 % 1.20	/ / / / /	151.35 -1.08 37.15 % 0.59	/ / / / /	138.00 1.44 33.87 % 1.36	/ / / / /
1.0 BIL. UNDER 2ND REV LOAD = 1.7	152.35 vol. vol. chg. (%) share share change	152.35 -0.43 37.67 % 1.11	/ / / / /	134.00 -1.50 33.13 % 0.62	/ / / / /	152.35 -0.43 37.58 % 1.02	/ / / / /	135.00 -0.76 33.30 % 0.79	/ / / / /	152.35 -0.43 37.49 % 0.93	/ / / / /	136.00 -0.03 33.46 % 0.95	/ / / / /	152.35 -0.43 37.39 % 0.83	/ / / / /	137.00 0.71 33.63 % 1.12	/ / / / /	152.35 -0.43 37.30 % 0.74	/ / / / /	138.00 1.44 33.79 % 1.28	/ / / / /
0.35 BIL. 2ND OVER 1986 REV'D LOAD = 2.7	153.35 vol. vol. chg. (%) share share change	153.35 0.22 37.83 % 1.27	/ / / / /	134.00 -1.50 33.05 % 0.54	/ / / / /	153.35 0.22 37.73 % 1.17	/ / / / /	135.00 -0.76 33.22 % 0.71	/ / / / /	153.35 0.22 37.64 % 1.08	/ / / / /	136.00 -0.03 33.38 % 0.87	/ / / / /	153.35 0.22 37.55 % 0.99	/ / / / /	137.00 0.71 33.54 % 1.03	/ / / / /	153.35 0.22 37.46 % 0.90	/ / / / /	138.00 1.44 33.71 % 1.20	/ / / / /
1.0 BIL. OVER 2ND REV LOAD = 3.7	154.35 vol. vol. chg. (%) share share change	154.35 0.88 37.98 % 1.42	/ / / / /	134.00 -1.50 32.97 % 0.46	/ / / / /	154.35 0.88 37.89 % 1.33	/ / / / /	135.00 -0.76 33.14 % 0.63	/ / / / /	154.35 0.88 37.79 % 1.23	/ / / / /	136.00 -0.03 33.30 % 0.79	/ / / / /	154.35 0.88 37.70 % 1.14	/ / / / /	137.00 0.71 33.46 % 0.95	/ / / / /	154.35 0.88 37.61 % 1.05	/ / / / /	138.00 1.44 33.62 % 1.11	/ / / / /
2.0 BIL. OVER 2ND REV LOAD = 4.7	155.35 vol. vol. chg. (%) share share change	155.35 1.53 38.13 % 1.57	/ / / / /	134.00 -1.50 32.89 % 0.38	/ / / / /	155.35 1.53 38.04 % 1.49	/ / / / /	135.00 -0.76 33.06 % 0.55	/ / / / /	155.35 1.53 37.94 % 1.38	/ / / / /	136.00 -0.03 33.22 % 0.71	/ / / / /	155.35 1.53 37.85 % 1.29	/ / / / /	137.00 0.71 33.38 % 0.87	/ / / / /	155.35 1.53 37.76 % 1.20	/ / / / /	138.00 1.44 33.54 % 1.03	/ / / / /

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